



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: R.D. Percy et al.

Attorney Docket No.: RDP A121854

Application No.: 10/686,872

Group Art Unit: 3662

Filed: October 16, 2003

Title: SATELLITE POSITIONING SYSTEM ENABLED MEDIA  
MEASUREMENT SYSTEM AND METHOD

**INFORMATION DISCLOSURE STATEMENT**

Seattle, Washington 98101

December 30, 2003

TO THE COMMISSIONER FOR PATENTS:

Applicants are aware of the information listed in the attached form that may be material to the prosecution of the above-identified patent application.

1. \_\_\_\_\_ Copies of the listed patents, publications, and other information are enclosed for the Examiner's use.
2.  X  This application relies, under 35 U.S.C. § 120, on the earlier filing date of prior Application No. 10/318,422, filed December 11, 2002. The references listed on the attached form were cited to and/or cited by the Patent and Trademark Office in this prior application and, therefore, are not required to be provided in this application.
3.  X  Pursuant to 37 C.F.R. § 1.97(b), this Information Disclosure Statement is being filed within three months of the filing date of the national application (other than a CPA), within three months of the date of entry of the national stage as set forth in 37 C.F.R. § 1.491 in an international application, before the mailing date of a first Office Action on the merits, or before the mailing date of a first Office Action after the filing of an RCE.
4. \_\_\_\_\_ Pursuant to 37 C.F.R. § 1.704(d), this Information Disclosure Statement is accompanied by a statement that each item of information contained in this Information Disclosure statement was cited in a communication from a foreign patent office in a counterpart application. Such communication was received by

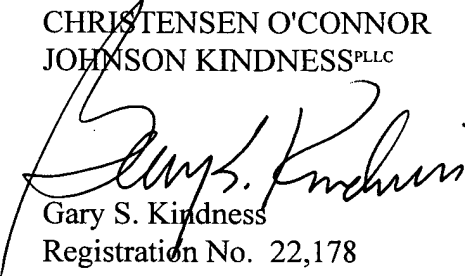
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an individual designated in 37 C.F.R. § 1.56(c) on \_\_\_\_\_,  
which is not more than thirty days prior to the filing of this Information  
Disclosure Statement.

5. \_\_\_\_\_ The Commissioner is hereby authorized to charge any fees under 37 C.F.R.  
§§ 1.16, 1.17 and 1.18 which may be required during the entire pendency of the  
application, or credit any overpayment, to Deposit Account No. 03-1740. This  
authorization also hereby includes a request for any extensions of time of the  
appropriate length required upon the filing of any reply during the entire  
prosecution of this application. A copy of this document is enclosed.

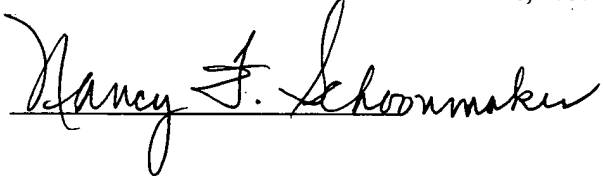
Respectfully submitted,

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Gary S. Kindness  
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I hereby certify that this correspondence is being deposited with the U.S. Postal Service in a sealed  
envelope as first class mail with postage thereon fully prepaid and addressed to the Commissioner for Patents, P.O.  
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**INFORMATION CITED BY APPLICANT(S) THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION**

Applicants: R.D. Percy et al. Attorney Docket No. RDPA121854  
Application No.: 10/318,422 Group Art Unit: 3662  
Filed: December 11, 2002 Examiner:  
Title: SATELLITE POSITIONING SYSTEM ENABLED  
MEDIA MEASUREMENT SYSTEM AND METHOD

**U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
	U1	5,771,307		06/23/1998	Lu et al.
	U2	6,098,048	A	08/01/2000	Dashefsky et al.
	U3	6,246,948	B1	06/12/2001	Thakker
	U4	5,898,384		04/27/1999	Alt et al.
	U5	6,252,522	B1	06/26/2001	Hampton et al.
	U6	5,638,077		06/10/1997	Martin
	U7	4,930,011		05/29/1990	Kiewit
	U8	4,623,230		11/18/1986	Weinblatt
	U9	5,410,724		04/25/1995	Worthy
	U10	2001/0037232	A1	11/01/2001	Miller
	U11	2002/0022488	A1	02/21/2002	Srinivasan et al.

**FOREIGN PATENT DOCUMENTS**

*Examiner Initial	Cite No.	Document No.	Kind Code	Publication Date (mm/dd/yyyy)	Country	English Abstract Provided	Translation Provided
	F1	WO 01/11506	A1	02/15/2001	WIPO		
	F2	WO 02/15806	A1	02/21/2002	WIPO		

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### **OTHER INFORMATION**

**(Including Author, Title, Date, Pertinent Pages, Etc.)**

<b>*Examiner Initial</b>	<b>Cite No.</b>	
_____	O1	Bloom, D. "Measuring Panel Position & Viability," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
_____	O2	Bourli, Y. " Definition of gobards™ Brand Billboard 4x3 m," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
_____	O3	Christensen, F.G. "The Danish GPS Outdoor Measurement Project," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
_____	O4	de Foucault, D. "OUTDOOR ADVERTISING AUDIENCE: Towards a National and Regular Measurement," <i>Outdoor Advertising Research - International Conference</i> , Zurich, November 23, 2001 < <a href="http://www.imu.unibe.ch/forschung/advertising.html">http://www.imu.unibe.ch/forschung/advertising.html</a> > [retrieved November 12, 2002].
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- \_\_\_\_\_ O8 Mezzalsalma, A. "AUDIENCE RESEARCH USING PORTABLE GPS UNITS: THE ITALIAN EXPERIENCE," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- \_\_\_\_\_ O9 Pasquier, M. "Methodological Aspects of Research in Outdoor Advertising," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- \_\_\_\_\_ O10 Schwarz, R. "GfK Outdoor Advertising Research - G-Score," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- \_\_\_\_\_ O11 Stewart, M. "ADAM Advertising Display Audience Metering," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- \_\_\_\_\_ O12 Eddleston, N. "Outdoor Advertising Research The Media Owner Perspective," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].
- \_\_\_\_\_ O13 van Muers, L. "Outdoor Advertising Research in the Netherlands: The SUMMO-Model," *Outdoor Advertising Research - International Conference*, Zurich, November 23, 2001 <<http://www.imu.unibe.ch/forschung/advertising.html>> [retrieved November 12, 2002].

Examiner

Date Considered

\_\_\_\_\_

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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